

**FACTORS AFFECTING EMPLOYEES' ENGAGEMENT; A STUDY ON  
BANK ISLAM MALAYSIA BERHAD (BIMB) TERENGGANU  
EMPLOYEES'**

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**CANDIDATE’S DECLARATION**

We hereby declare all the works done in this research are in the accordance of Universiti Teknologi MARA regulation. The research purity and integrity is maintained through our own effort otherwise the acknowledgement from the journal, article and references as quoted. In additional, these topics have not and will not be submitted to any institution, academy, for any degree or qualification.

Otherwise, failing to comply with any of tern and condition mention above, we voluntarily waive the right of conferment of my Master and agree this coursework’s to the disciplinary rules and regulation.

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**LETTER OF SUBMISSION**

Date:

The Head of Program  
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Dungun, Terengganu Darul Iman.

Dear Sir/Madam,

**SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled “**FACTORS AFFECTING EMPLOYEES’  
ENGAGEMENT; A STUDY ON BANK ISLAM MALAYSIA BERHAD (BIMB)  
TERENGGANU EMPLOYEES**”.

Your kindness and cooperation is much appreciated and we would like to thank you in advance.

Thank you.

Yours sincerely,

.....

Nuri Azaliah Bt Mohd Maidin

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Hayatul Akmal Bt Mohamed

## **ABSTRACT**

Employees' engagement is an imperative method in any organization that seeks competent human resources. The issue, in recent years however, has developed to be one of the most sensitive issued in services industry. Moreover this research opted for solutions, as to what are the main factors affecting employees' engagement, in particular, the banking sector. Objective of this research were grounded on finding the relevant factors affecting employees' engagement. Four factors were established as benchmarks for the research purpose, namely financial reward, team climate, participation in decision making and career advancement. We have adopted Parasuramanet.al, (1998) as our research frameworks. The focus of this research is on Bank Islam Malaysia Berhad's (BIMB) employees in Terengganu, and the sample size were taken from the population of white collar worker in BIMB Terengganu. A total of 118 questionnaires were disseminated to each branch in Terengganu. Including Kemaman Branch, Dungun Branch, Jalan Sultan Ismail Branch, Padang Hiliran Branch, Kuala Nerus Branch, Regional Office and Jerteh Branch. The finding of this research show team climate and participation in decision making effectively determines employees' engagement, while financial reward and career advancement pose no significance to such engagement.

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